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CHRIS ABELE, MILWAUKEE COUNTY EXECUTIVE  
JOHN DARGLE, JR., DIRECTOR OF PARKS, RECREATION AND CULTURE

## 2014 Objectives

1. Maintain a quality workforce, inspire staff, and ensure a positive work environment by providing increasing opportunities for professional staff development to ensure career development and high performance, recruitment of outstanding future employees, and promoting a culture where employees work collaboratively and feel informed, included and recognized.
2. Initiate a comprehensive assessment of public needs for parkland and outdoor recreational facilities in Milwaukee County that will provide critical data to ensure that we align our offerings and capital development plan with the park elements and services the community most values and needs.
3. Develop a new five-year strategic plan with measurable performance objectives and regular reporting.
4. Evaluate and grow our core services and facilities to ensure community needs are met with goals and measurements that will be crucial to the growth and evolution of the Park's core services.
5. Seek cooperative ventures with Milwaukee County agencies and other public (federal, state, and local) and private organizations to leverage resources to further the mission and objectives of the Parks.
6. Assess the growth of volunteers and further the volunteer management program.
7. Leverage technology to improve customer experiences and increase operational efficiencies.
8. Cultivate public awareness and support of park and recreation services through creative marketing and community outreach.
9. Work towards earning Accreditation from the Commission for Accreditation of Park and Recreation Agencies.
10. Meet and exceed 2014 budget performance measures.

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